

ABSTRACT

There is provided a driving circuit of a liquid crystal display device capable of solving a problem of power consumption while solving a problem of time required for charge / discharge of source lines by virtue of shorting by use of precharge. The driving circuit of the liquid crystal display device comprises first shorting means, second shorting means, third shorting means, and fourth shorting means. With the use of the fourth shorting means, in particular, the source lines can be driven starting from a predetermined potential generated by a gradation voltage generation circuit, and a drive start potential is changed from a conventional common electrode potential to potentials generated by the gradation voltage generation circuit, so that power consumption can be effectively reduced (by about 8% on average as compared with the conventional case).